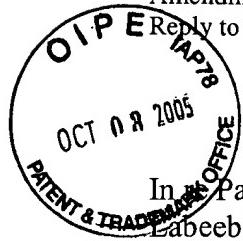


AF
JFW



UNITED STATES PATENT AND TRADEMARK OFFICE

In Patent of:)
Labeeb K. Ismail, et al.) TC/Art Unit: 2611
)
Application No.: 09/652,478)
) Examiner: Bui, Kieu Oanh T.
Filed: August 31, 2000)
)
For Letters Patent on:)
METHOD AND APPARATUS FOR) Irvine, California 92612
DELIVERY OF TARGETED VIDEO)
PROGRAMMING)

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

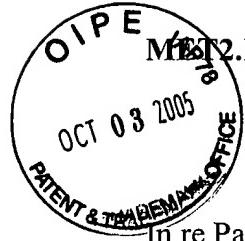
AMENDMENT IN RESPONSE TO FINAL OFFICE ACTION DATED JUNE 29, 2005

Sir:

In response to the Office Action of June 29, 2005, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 34 of this paper.



102.PAU.04.CIP

PATENT

IN THE U.S. PATENT AND TRADEMARK OFFICE

In re Patent of:

Labeeb K. Ismail, et al.

)

) TC/Art Unit: 2611

)

Application No.: 09/652,478

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) Examiner: Bui, Kieu Oanh T.

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For Letters Patent on:

METHOD AND APPARATUS FOR
DELIVERY OF TARGETED VIDEO
PROGRAMMING

)

) Irvine, California 92612

)

)

SMALL ENTITY TRANSMITTAL FORM

MS AF

Commissioner for Patents

September 29, 2005

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment in the above-identified application.



The enclosed document is being transmitted via the Certificate of Mailing provisions of 37 C.F.R. § 1.8.

The fee has been calculated as shown below:

	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR		PRESENT EXTRA	RATE	ADDITIONAL FEE
TOTAL	116	-	116	=	0	\$ 25.00	\$0.00
INDEPENDENT	2	-	3	=	0	\$100.00	\$0.00
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM						\$100.00	\$0.00
						TOTAL	\$0.00

- Petition for () month(s) extension of time pursuant to 37 C.F.R. §§ 1.17 and 1.136(a). \$0.00 for the extension of time.
- No fee is required.
- Check(s) in the amount of \$0.00 is(are) enclosed.
- Please charge Deposit Account No. 01-1960 in the amount of \$0.00. This form is submitted in triplicate.

If necessary, the Commissioner is hereby authorized to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any additional fees required in connection with this filing.

Attachment(s): Amendment 41 pp.

Return Receipt Postcard

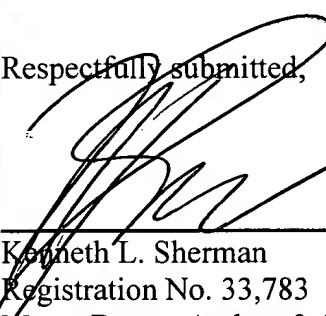
CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: MS AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on September 29, 2005.

By: Sarah A. Nielsen

Sarah A. Nielsen
Signature

Respectfully submitted,


Kenneth L. Sherman 9/29/05 (Date)
Registration No. 33,783
Myers Dawes Andras & Sherman, LLP
19900 MacArthur Blvd., 11th Floor
Irvine, CA 92612
(949) 223-9600
(949) 223-9610 – Fax
USPTO Customer No.: 23386